

FOR A BETTER NEWARK

ELECT

LEO P. CARLIN

FIRST MAYOR

UNDER OUR NEW CHARTER



Independent

Progressive

Experienced

Campaign Headquarters
911 BROAD STREET NEWARK, N. J.

On Television—Channel 13
Tuesday, April 20th, April 27th, May 4th at 9:00 P.M.
Monday, May 10th at 10:00 P.M.

Newark Star-Ledger says:

NEWARK'S COMING ELECTION

Newark, soon to start living under a new charter voted by the people in November, is about to enter a municipal political season that promises to be unique and a total departure from its tradition of free-for-all campaigns.

What makes the prospect so unusual is that Mayor Carlin, having led the movement for the new charter immediately after his choice as mayor last May, has continued to assert a vigorous leadership that gives him an impressive lead over the field.

Carlin's strength derives partly from a clear-cut platform but, perhaps, in an even greater measure from the dramatic and successful role he played in bringing about a change of government. Having been named mayor by his colleagues on the City Commission, he was risking four years of tenure when he chose to support a change in government and thereby subject himself, as well as his colleagues to a virtual ouster from office.

He ran that risk and, in succeeding, deprived himself of his office as mayor. Now, he is the first to announce his candidacy for that post under the new charter with a clear-cut platform. Some of his colleagues on the City Commission are being talked of as prospective opponents, but any of these would find it difficult to explain why he should be preferred above Carlin, who was the choice of his colleagues for mayor last May.

Between May and the present time, what has happened to mar or enhance Carlin's desirability for the post of Mayor? His record since May continued to reflect integrity and rugged independence and was featured by what appears to have been an unselfish gamble for better government.

It is this unique position which Carlin has achieved that has caused prospective opponents to pause. No doubt, opponents will arise, but they will be judged on the basis of what they offer the city in relation to Carlin's strong record and appealing platform.

Reprint from editorial appearing in the Newark Star Ledger on December 20, 1953

LEO P. CARLIN PLEDGES:

The following platform is the political structure on which I will build a better government and create a greater Newark:

1. Reorganization of our government along the functional lines recommended by our Charter Commission.
2. Reduction of the cost of government through maximum efficiency and strict economy.
3. Adjustment of the tax rate through equalization of assessments.
4. Adequate housing for our people at a price within their means.
5. Protect the health and safety of our citizens by strict enforcement of all health, fire and building codes.
6. Better police protection by administering the department as a single unit dedicated exclusively to police work.
7. Better fire protection by single unit administration and modernization and standardization of equipment and methods.
8. Better water supply by continued development and increase of reservoir capacity.
9. Better school system by maintaining close contact and cooperation between City Administrator, Planning Board and Board of Education.
10. Better municipal court system by consolidating present five part-time courts into two full-time day courts and one night court.
11. Better city employee relations and greater efficiency by rigid enforcement of Civil Service Laws.
12. Better Port development by striving for more realistic and harmonious relations with the Port of New York Authority.
13. Better access to our business community.
14. Maintain an Industrial Relations Bureau to promote cooperation between our commercial and industrial organizations, labor and the City Government.
15. Extend Civil Rights.
16. Develop our Civil Defense by greater neighborhood participation.
17. Appoint only qualified and experienced men and women to administrative positions.
18. Physical development and redevelopment of Newark by yearly budgeting and execution of our Master Plan.
19. Curb juvenile delinquency by creating greater recreational facilities.
20. Enlarge my present citizens' advisory committee of businessmen and civic leaders for advice on budget analysis and general city welfare.

Newark Evening News states:

MR. CARLIN'S PROGRAM

Mayor Carlin has issued a 20-point platform on which he will seek election on May 11 as Newark's first Chief Executive under the new charter. He promises to accept as the basis for his program the reorganization recommended by the Charter Commission, which includes the appointment of a qualified administrator to supervise municipal operations.

A fundamental flaw in city commission government is the lack of coordination among five departments. This, as it has frequently been pointed out, has produced overlapping of functions and duplication of facilities, all at the expense of the taxpayer. Mayor Carlin's platform properly emphasizes centralization of purchasing, payrolls, mailing, personnel, maintenance and repairs.

Mr. Carlin's objectives include improvements in housing, planning, public health, police and fire protection, magistrates' courts, water supply, schools, traffic and parking and other essentials to a better city. Deserving of special note is his pledge to raise the morale and efficiency of city employees by strict enforcement of Civil Service rules, eliminating sinecures, promoting career employees and paying fair wages for honest services.

Mr. Carlin's platform shows a grasp of Newark's problems and a knowledge of what needs to be done. It promises the farsighted and resourceful leadership which Newark has lacked so long.

Reprint from editorial appearing in Newark Evening News on December 15, 1953

Newark Sunday Ledger adds:

CARLIN WINS FIGHT FOR FREE ESSEX PARKWAY

County owners get use of express lanes

Mayor Carlin won his fight yesterday for toll-free use of the Garden State Parkway's express lanes in Essex County:

Reprints from item appearing in the Newark Sunday Ledger on August 2, 1953

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PERFORMANCE— NOT PROMISES

ELECT AS MAYOR

LEO P. CARLIN

Leo P. Carlin's record is one of outstanding service.

Born and educated in Newark, Leo P. Carlin early in his career demonstrated qualities of leadership and administrative ability. He rose in the ranks of labor to become president of Local 478, Chauffeurs' and Teamsters' Union, in 1933. He served as president until 1954, when he resigned to devote full time to his duties as Mayor. He has served as delegate to the Essex Trades Council, the State Federation of Labor and as Assemblyman in the State Legislature. He is now a member of the State Labor Mediation Panel, and has served as a member, vice-president and president of the Newark Board of Education. Since 1949, he has been Director of Public Works in the City of Newark. In 1953, he was elected Mayor. Mayor and Mrs. Carlin and their five children live at 78 Richelieu Place, Newark.

SOME OF HIS ACCOMPLISHMENTS:

- ★ New City Charter
- ★ Increased Water Supply
- ★ New Zoning Ordinance
- ★ Revised Building Code
- ★ Modern Electrical Code
- ★ Improved Subway Service
- ★ Scientific Parking Survey
- ★ Paved Most Streets
- ★ Successfully Opposed Parkway Fees

ELECT

LEO P. CARLIN



THE CARLIN FAMILY

Elect A Family Man
Interested In Making Newark Fit
To Raise A Family.